

**SYSTEM, METHOD, AND COMPUTER PROGRAM PRODUCT FOR
FORECASTING WEATHER-BASED DEMAND USING PROXY DATA**

ABSTRACT OF THE DISCLOSURE

Weather metrics data and a weather factor relationship knowledgebase are received and used to forecast the weather-based demand. The weather factor relationship knowledgebase can be a weather-impact model. The weather-impact model can comprise at least one of an empirical scoring matrix, a weather indices template, and a proxy model conditions template. The weather-impact model can be derived from an analysis of normalized proxy sales history data. Optionally, the weather-based demand can be scaled, deaggregated, or both.

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